

Today advertising is a more powerful factor than time

It is a new axiom of industrial development that the power of advertising is more compelling than the power of time.

The great industries of the last generation were built up by years of patient struggle. The chief factor in their development was time.

Industries founded in the present generation, however, had to find a more aggressive way to grow. They could not wait. Pitted against competitors who were entrenched by years of experience and prestige, they had to develop a new weapon.

Modern advertising is not the product of the solicitation of publishers and advertising agents. It has been created by these manufacturers themselves. In the past ten years they have reshaped the whole course of advertising. They

have fitted it to their needs, made it more powerful, more practical and more exact.

With it they have overcome the advantage which their competitors had in point of time.

Today the balance is even. The achievements of time have been equaled in the achievements of advertising.

Tomorrow the balance will swing in favor of those who throw into it the most telling weight.

The manufacturer who continues to rely only upon the power of time will fall behind.

Those who employ the power of advertising will forge ahead.

But the greatest opportunity of all is for those houses which already have behind them the power of time, and who add to it the power of advertising.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman